

## Abstracts 549

**TITLE:** Cost-Effectiveness of a Condom Social Marketing Program

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**BACKGROUND/OBJECTIVES:** This study assesses the cost-effectiveness of a statewide condom social marketing intervention in Louisiana. A previous study described the impact on self-reported condom use. Among African American men, condom use at last sexual encounter increased from 40% in 1994 to 54% in 1996. Among African American women with two or more sex partners, condom use increased from 28% to 36%.

**METHODS:** The cost-effectiveness methods used by Holtgrave and Kelly (1997) were applied. They included a retrospective estimation of the cost of the intervention, the number of HIV infections averted, discounted medical costs, quality-adjusted life years (QALY) saved, a calculation of the cost-utility ratio, and a sensitivity analysis to explore how variations in assumptions impacted the results obtained. We assumed that the intervention reached between 300,000 and 500,000 people and that the HIV prevalence for the population was 0.61% for 15 to 44-year-olds.

**RESULTS:** Under base-case assumptions, the cost of the 3-year program was \$3,000,000 (or \$2 per person per year). For the whole population, between 94 and 156 HIV infections were averted, saving between \$18 million and \$30 million in discounted medical costs; between 1054 and 1756 discounted QALYs were saved. The cost per QALY saved was negative, indicating cost-savings. Variations in the assumptions over different subgroups yielded similar results.

**CONCLUSIONS:** The costs of the condom social marketing program were outweighed by the medical costs saved. Not only is condom distribution effective in reducing risky behavior, it is more cost-saving than skills-based interventions due to the larger population reached.

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